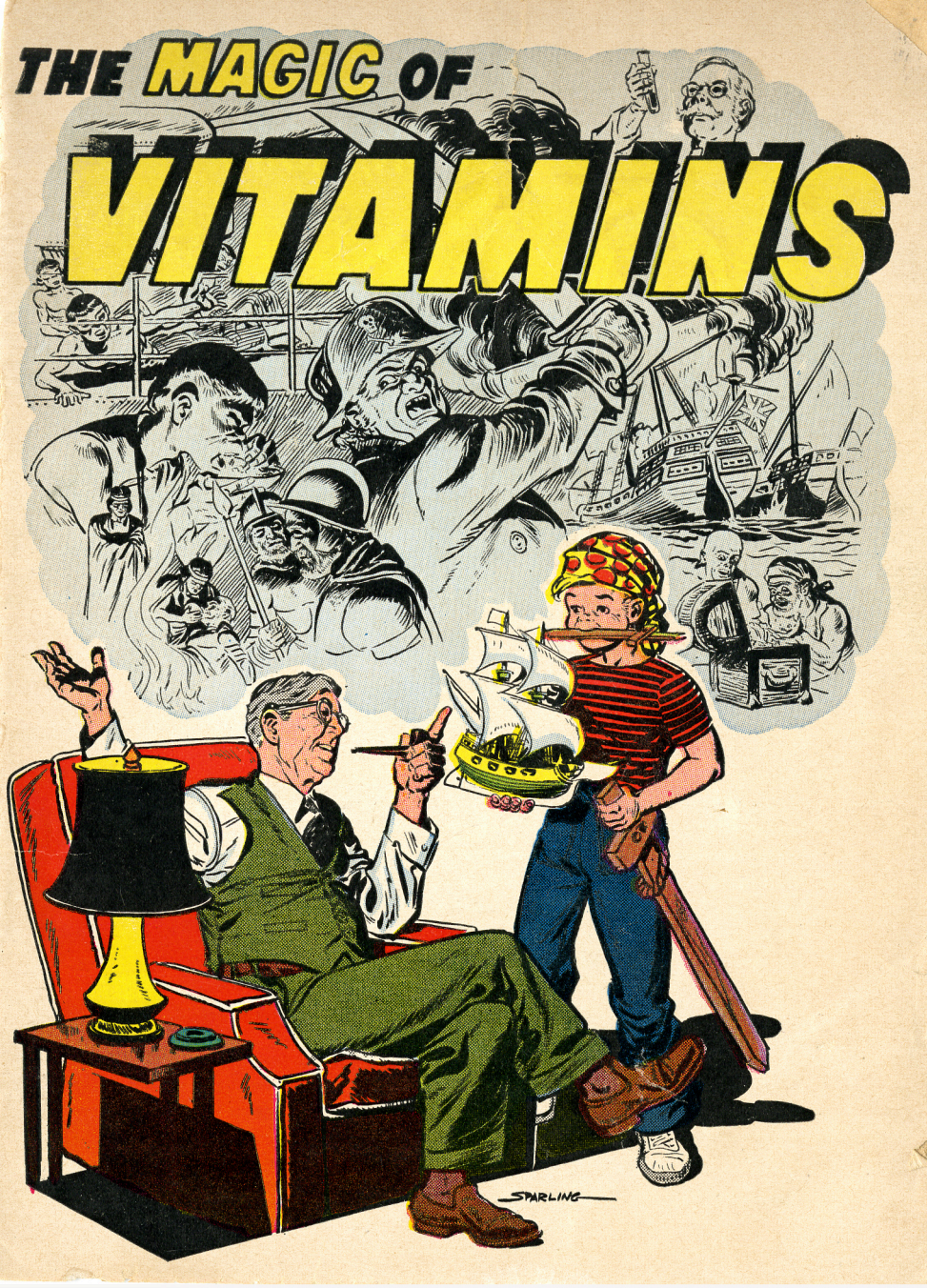
# THE MAGIC OF VITAMINS



# LOOK, MOM!

HERE'S A PRODUCT THAT WILL MAKE CERTAIN YOUR SUSY AND TOMMY GET NEEDED VITAMINS . . .

## IT'S BEXEL VITAMINS FOR CHILDREN

- **Contains vitamins A, B1, C, D, B2, B6 and B12 in just the proper size and strength for school children. Tastes good, too.**
- **One capsule daily supplies the essential vitamins and iron needed for good nutrition.**
- **Economical — one bottle contains over 3 months supply, costs less than 3c a day.**

**NOTE: Although you offer your children a balanced diet of wholesome foods, active children do not always eat the foods they should. Quite often in their hurry they satisfy their hunger with candies, sandwiches, soft drinks etc., that may not contain the essential vitamins.**

**As insurance for good nutrition, we suggest that you supplement your children's diet with BEXEL VITAMINS FOR CHILDREN.**

**GUARANTEE: Your money back if, after 1 bottle of BEXEL FOR CHILDREN, you are dissatisfied with results!**

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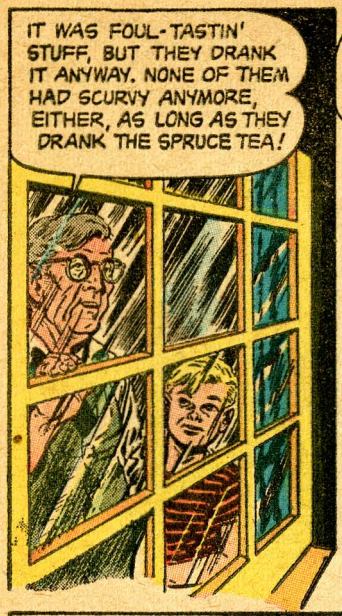
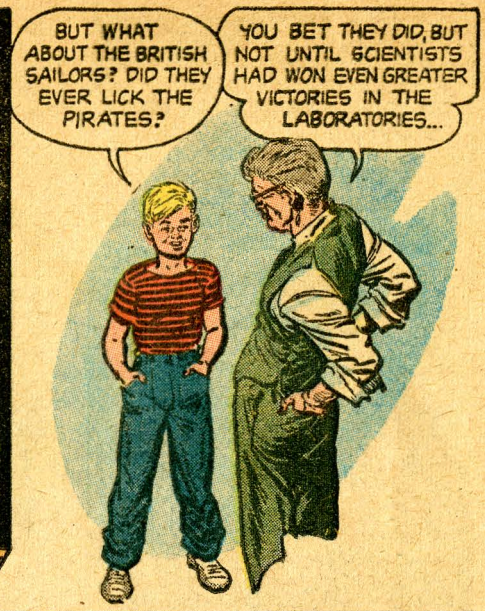
LATE IN THE 18TH CENTURY, BRITISH RULE OF THE SEAS WAS CHALLENGED...
KEEP FIGHTING, YE TRUSTEES OF THE KING! WE CANNOT ALLOW THESE SALTY PIRATES TO TAKE SO RICH A PRIZE!
'TIS NO USE, LORDS OF THE SEA. YOU'RE LICKED!
WELL DONE, ME MERRY BUCCANEERS! BREAK OUT THE BOOTY!
IT'S GOLD! LOTS OF GOLD!
AND CAST YER EYES ON THESE DIAMONDS, ME BRINY STALWARTS! WE'RE RICH!

'TWAS A GREAT VICTORY, CAP'N!
AYE, INDEED... BUT WITH ALL THIS BOOTY ON BOARD, WHY DID THEY NOT FIGHT HARDER TO SAVE IT?
GEE, GRAN'PA, WHY COULDN'T THOSE BRITISH SAILORS LICK THE PIRATES?
THEY WERE SICK, RONNIE. THEY HAD SCURVY...
"SCURVY WAS A DISEASE OFTEN FOUND AMONG SAILORS ON LONG VOYAGES BECAUSE THEY WERE UNABLE TO EAT A WIDE VARIETY OF FOODS. BUT FOLKS KNEW ABOUT SCURVY EVEN WHEN CARTIER WAS EXPLORING NORTH AMERICA. ONCE WHEN HE AND HIS CREW WERE SHIPWRECKED..."
PRAY TELL, CAPTAIN, WHAT IS THE OLD INDIAN DOING?
HE CLAIMS TO BE A GREAT MEDICINE MAN... SAYS THE SAILORS WILL REGAIN THEIR STRENGTH IF THEY DRINK THE BREW HE'S MAKING FROM SPRUCE LEAVES!

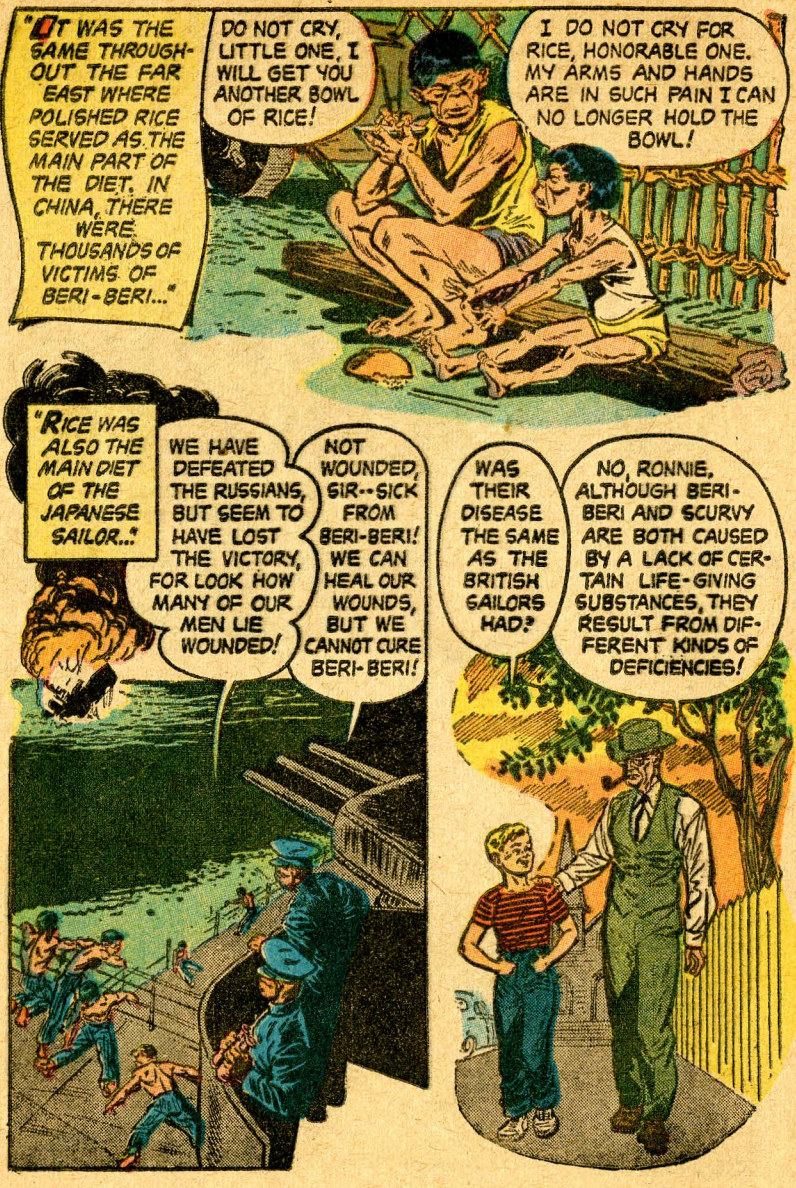

IT WAS FOUL-TASTIN' STUFF, BUT THEY DRANK IT ANYWAY. NONE OF THEM HAD SCURVY ANYMORE, EITHER, AS LONG AS THEY DRANK THE SPRUCE TEA!

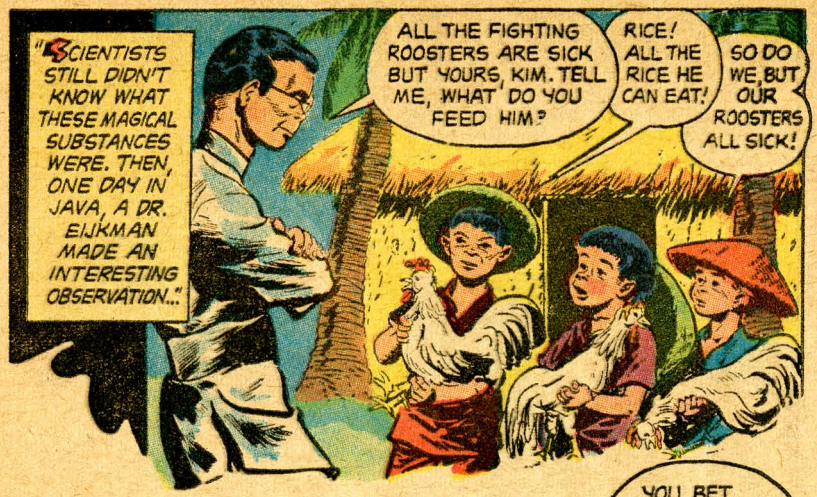

BUT WHAT ABOUT THE BRITISH SAILORS? DID THEY EVER LICK THE PIRATES?
YOU BET THEY DID, BUT NOT UNTIL SCIENTISTS HAD WON EVEN GREATER VICTORIES IN THE LABORATORIES...

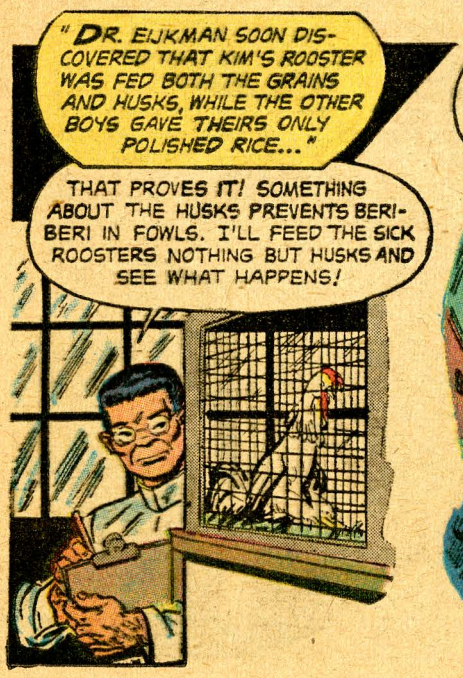
HMM... IF CARTIER'S MEN KEPT WELL BY DRINKING A TEA MADE BY THE INDIANS, IT MUST HAVE CONTAINED MAGICAL SUBSTANCES NOT FOUND IN THEIR DIET OF SALT MEAT AND HARD-TACK!
BUT WHAT ARE THOSE SUBSTANCES? HOW CAN WE DISCOVER THEM WHEN WE CANNOT EVEN SEE THEM?
JOURNAL OF JACQUES CARTIER

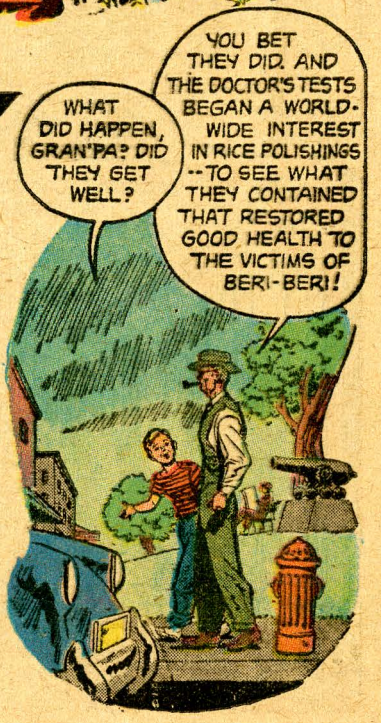
I'VE GOT IT! MILK POSSESSES EVERYTHING NECESSARY TO SUSTAIN LIFE. IF WE CAN FIND OUT WHAT IT IS COMPOSED OF--
SURE... THEN WE CAN SEE WHAT IS PRESENT IN IT THAT IS NOT PRESENT IN OTHER FOODS!
AFTER PERFORMING MANY TESTS, THEY MADE MILK ARTIFICALLY AND EXPERIMENTED BY FEEDING IT TO MICE...
INCREDIBLE! THE MICE SOON STARVE WHEN FED THE MILK WE MAKE, YET IT CONTAINS THE SUBSTANCES PRESENT IN REAL MILK!
MOST OF THE SUBSTANCES, FRIEND. THERE IS SOMETHING ELSE WE DO NOT KNOW ABOUT-- PERHAPS SMALL AMOUNTS OF THE SAME MAGICAL SUBSTANCES PRESENT IN THE TEA MADE BY THE INDIAN MEDICINE MAN!

BUT SCIENTISTS STAY ON THE JOB, RONNIE. THEY FOUND OUT WHAT SOME OF THOSE SUBSTANCES WERE WHEN I WAS AN AMERICAN ARMY CAPTAIN IN THE PHILIPPINES. THAT WAS BACK IN THE SPANISH-AMERICAN WAR..
"WE HAD JUST RECAPTURED SOME FILIPINOS HELD PRISONER BY THE ENEMY..."
IT'S NOT A VERY PRETTY SIGHT, CAPTAIN. THE WHOLE PLACE IS FILTHY, AND MOST OF THE PRISONERS ARE SUFFERING FROM BERI-BERI!
I WANT EVERY CELL SWEPT OUT AND THOROUGHLY CLEANED. ISSUE A CLEAN OUTFIT TO EACH OF THE MEN. BETTER DOUBLE THEIR RATIONS, TOO. THAT'LL PUT SOME MEAT ON THEIR BONES!
"BUT THREE MONTHS LATER, AFTER BEING FED DOUBLE RATIONS OF CLEAN, POLISHED RICE, THE MAIN FOOD IN THE PHILIPPINES, THE MEN SHOWED NO IMPROVEMENT..."
I CAN'T UNDERSTAND IT. THESE MEN HAVE BEEN EATING ALL THEY WANT, THEY'VE HAD THE BEST OF MEDICAL CARE, BUT THEY'RE STILL AS SICK AND WEAK AS WHEN WE RESCUED THEM!

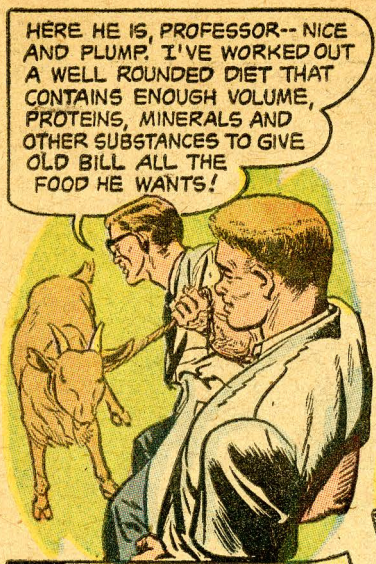

"IT WAS THE SAME THROUGHOUT THE FAR EAST WHERE POLISHED RICE SERVED AS THE MAIN PART OF THE DIET. IN CHINA, THERE WERE THOUSANDS OF VICTIMS OF BERI-BERI..."
DO NOT CRY, LITTLE ONE, I WILL GET YOU ANOTHER BOWL OF RICE!
I DO NOT CRY FOR RICE, HONORABLE ONE. MY ARMS AND HANDS ARE IN SUCH PAIN I CAN NO LONGER HOLD THE BOWL!
"RICE WAS ALSO THE MAIN DIET OF THE JAPANESE SAILOR..."
WE HAVE DEFEATED THE RUSSIANS, BUT SEEM TO HAVE LOST THE VICTORY, FOR LOOK HOW MANY OF OUR MEN LIE WOUNDED!
NOT WOUNDED, SIR--SICK FROM BERI-BERI! WE CAN HEAL OUR WOUNDS, BUT WE CANNOT CURE BERI-BERI!
WAS THEIR DISEASE THE SAME AS THE BRITISH SAILORS HAD?
NO, RONNIE, ALTHOUGH BERI-BERI AND SCURVY ARE BOTH CAUSED BY A LACK OF CERTAIN LIFE-GIVING SUBSTANCES, THEY RESULT FROM DIFFERENT KINDS OF DEFICIENCIES!


"SCIENTISTS STILL DIDN'T KNOW WHAT THESE MAGICAL SUBSTANCES WERE. THEN, ONE DAY IN JAVA, A DR. EIJKMAN MADE AN INTERESTING OBSERVATION..."
ALL THE FIGHTING ROOSTERS ARE SICK BUT YOURS, KIM. TELL ME, WHAT DO YOU FEED HIM?
RICE! ALL THE RICE HE CAN EAT!
SO DO WE, BUT OUR ROOSTERS ALL SICK!


"DR. EIJKMAN SOON DISCOVERED THAT KIM'S ROOSTER WAS FED BOTH THE GRAINS AND HUSKS, WHILE THE OTHER BOYS GAVE THEIRS ONLY POLISHED RICE..."
THAT PROVES IT! SOMETHING ABOUT THE HUSKS PREVENTS BERI-BERI IN FOWLS. I'LL FEED THE SICK ROOSTERS NOTHING BUT HUSKS AND SEE WHAT HAPPENS!


WHAT DID HAPPEN, GRAN'PA? DID THEY GET WELL?
YOU BET THEY DID. AND THE DOCTOR'S TESTS BEGAN A WORLD-WIDE INTEREST IN RICE POLISHINGS --TO SEE WHAT THEY CONTAINED THAT RESTORED GOOD HEALTH TO THE VICTIMS OF BERI-BERI!

"BUT IT WAS NOT UNTIL 1911 THAT A EUROPEAN CHEMIST SUCCEEDED IN ISOLATING THE CHEMICAL SUBSTANCE IN RICE HUSKS RESPONSIBLE FOR CURING THE ROOSTERS..."
SO THIS IS WHAT CURES BERI-BERI! THE ABSENCE OF SIMILIAR SUBSTANCES IN FOOD MUST BE THE CAUSE OF SCURVY, PELLAGRA, RICKETS AND OTHER DISEASES!
WHAT DID HE CALL THOSE THINGS, GRAN'PA? DID THEY HAVE A NAME?
NOT UNTIL THEN, HE TOOK THE LATIN WORD "VITA," MEANING LIFE, AND "AMINE," A CHEMIST'S WORD FOR A SUBSTANCE CONTAINING NITROGEN, AS DID HIS DISCOVERY, AND MADE A NEW WORD THAT HAS BECOME KNOWN AS "VITAMIN"!
OH, SURE, I KNOW HOW IMPORTANT VITAMINS ARE. I'VE LEARNED A LITTLE ABOUT THEM IN SCHOOL. BUT TELL ME, DO GOATS GET MANY VITAMINS OUT OF TIN CANS AND RED UNDERWEAR, GRAN'PA? I'VE NEVER SEEN THEM EAT ANYTHING ELSE!
THEY DO EAT OTHER THINGS, RONNIE... AND THAT REMINDS ME OF AN INTERESTING STORY ABOUT A GOAT. IT HAS A LOT TO DO WITH VITAMINS, TOO!
CIRCUS
DRUGS


HERE HE IS, PROFESSOR-- NICE AND PLUMP. I'VE WORKED OUT A WELL ROUNDED DIET THAT CONTAINS ENOUGH VOLUME, PROTEINS, MINERALS AND OTHER SUBSTANCES TO GIVE OLD BILL ALL THE FOOD HE WANTS!

"BUT IN SELECTING THE DIET, THE SCIENTIST CHOSE FOODS WHICH HE KNEW FROM PRIOR EXPERIMENTS DID NOT CONTAIN THE 'MYSTERIOUS SUBSTANCE 'X'..."
HE EATS ENOUGH, BUT I'LL WAGER HE'LL BE A DEAD BILLY GOAT BEFORE LONG UNLESS HE GETS OTHER FOODS!

"THREE MONTHS LATER...
IT'S UNBELIEVABLE. HE'S STARVING TO DEATH, EATING ALL THE TIME. WE'D BETTER TURN HIM OUT TO PASTURE OR WE WON'T HAVE A GOAT MUCH LONGER!

GRANDPA, DO YOU MEAN THAT GOAT WAS EATING ALL HE WANTED, BUT SINCE THE FOOD DIDN'T HAVE THAT "MYSTERIOUS X" STUFF, HE WAS STARVING TO DEATH?
THAT'S RIGHT, RONNIE... STARVING FROM A HIDDEN HUNGER!

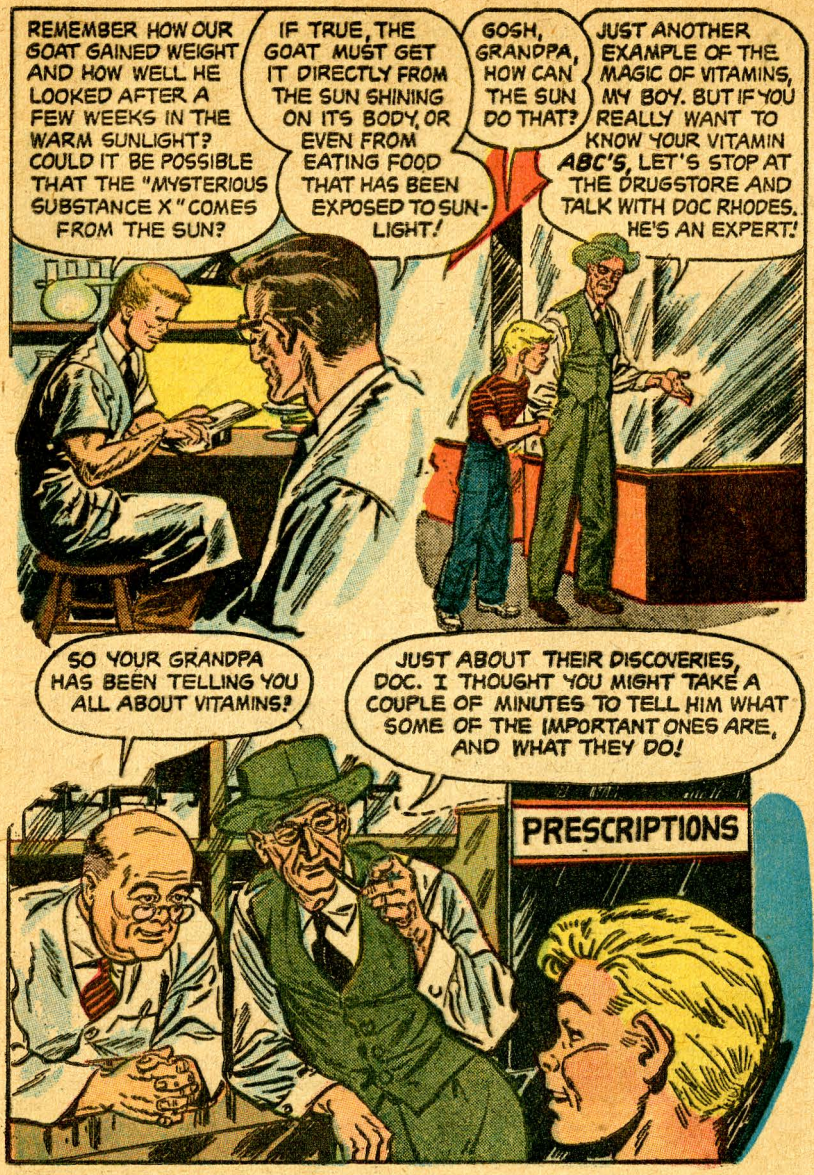
"THEN ONLY TWO WEEKS LATER, AFTER GRAZING UNDER THE WARM MIDSUMMER SUN..."

YOUR GOAT IS DOING RIGHT WELL IN THE OPEN PASTURE. HE'S PUT ON WEIGHT AND SEEMS TO BE ABOUT NORMAL AGAIN. LET'S PEN HIM UP AND TRY THE EXPERIMENT AGAIN!

BUT THIS TIME THEY WERE REALLY PUZZLED BECAUSE AFTER 90 DAYS IN THE SHED EATING THE SAME DIET AS BEFORE, THE GOAT STAYED FAT AND HEALTHY!

"THE SCIENTISTS MADE HUNDREDS OF EXPERIMENTS. THEY ALSO STUDIED THE RESULTS OF OTHER PEOPLE'S TESTS, AND WERE PARTICULARLY INTERESTED IN THE WORK OF A LADY SCIENTIST IN EUROPE...

...HER EXPERIMENTS INDICATED THAT ULTRA-VIOLET RAYS PRODUCED BY SUN LAMPS INCREASED THE RATE OF GROWTH OF YOUNG RATS..."


REMEMBER HOW OUR GOAT GAINED WEIGHT AND HOW WELL HE LOOKED AFTER A FEW WEEKS IN THE WARM SUNLIGHT? COULD IT BE POSSIBLE THAT THE "MYSTERIOUS SUBSTANCE X" COMES FROM THE SUN?
IF TRUE, THE GOAT MUST GET IT DIRECTLY FROM THE SUN SHINING ON ITS BODY, OR EVEN FROM EATING FOOD THAT HAS BEEN EXPOSED TO SUN-LIGHT!
GOSH, GRANDPA, HOW CAN THE SUN DO THAT?
JUST ANOTHER EXAMPLE OF THE MAGIC OF VITAMINS, MY BOY. BUT IF YOU REALLY WANT TO KNOW YOUR VITAMIN ABC'S, LET'S STOP AT THE DRUGSTORE AND TALK WITH DOC RHODES. HE'S AN EXPERT!
SO YOUR GRANDPA HAS BEEN TELLING YOU ALL ABOUT VITAMINS!
JUST ABOUT THEIR DISCOVERIES, DOC. I THOUGHT YOU MIGHT TAKE A COUPLE OF MINUTES TO TELL HIM WHAT SOME OF THE IMPORTANT ONES ARE, AND WHAT THEY DO!
PRESCRIPTIONS

GLAD TO. NOW VITAMIN A, FOR EXAMPLE, IS IMPORTANT FOR GOOD SIGHT. SCIENTISTS HAVE FOUND THAT FAILURE TO CONSUME ENOUGH VITAMIN A OVER LONG PERIODS OF TIME MAY RESULT IN "NIGHT BLINDNESS"!
"WHEN NIGHT BLINDNESS OCCURS, THERE IS AN INABILITY TO SEE IN DIM LIGHT EVEN THOUGH THE EYES HAVE HAD PLENTY OF TIME TO ADJUST..."
I CAN'T SEE A THING IN THIS MINE. EVERYTHING IS AS BLACK AS COAL!
"TO SUCH PEOPLE, TWILIGHT, OR A DIM LIGHT ALWAYS APPEARS AS TOTAL DARKNESS."
"AND NO DOUBT YOUR GRANDFATHER TOLD YOU ABOUT HIS EXPERIENCES IN THE PHILIPPINES! THOSE SICK FILIPINO PRISONERS HE RESCUED HAD BERI-BERI BECAUSE THERE WAS NOT ENOUGH VITAMIN B-1 IN THEIR FOOD..."

AND THE LITTLE BOYS' ROOSTERS-- WERE THEY SICK BECAUSE THEY DIDN'T GET ENOUGH VITAMIN B-1?

THAT'S RIGHT, RONNIE. WE NOW KNOW THAT RICE WITHOUT THE HUSKS IS VERY LOW IN VITAMIN B-1. IN THE PHILIPPINES, WHERE RICE IS THE MAIN FOOD, BERI-BERI CAUSES MORE DEATHS THAN ANY DISEASE EXCEPT TUBERCULOSIS!

BUT IF EVERY PERSON COULD GET ONLY 1/30,000 OF AN OUNCE OF VITAMIN B-1 DAILY, THERE WOULD BE NO MORE BERI-BERI!

"RIGHT HERE IN THE UNITED STATES, A SIMILIAR DISEASE USED TO CRIPPLE AND KILL THOUSANDS OF PEOPLE EVERY YEAR...

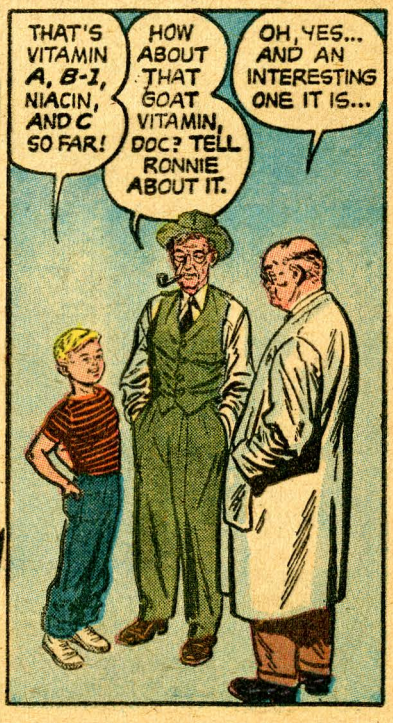
...THAT DISEASE WAS PELLAGRA. DISCOVERY THAT IT WAS COMMON WHERE THE MAIN DIET WAS CORN, AND THAT IT RESULTED FROM A DEFICIENCY OF NICOTINIC ACID, OR NIACIN, HAS HELPED AMERICANS TO ELIMINATE PELLAGRA ALMOST ENTIRELY..."

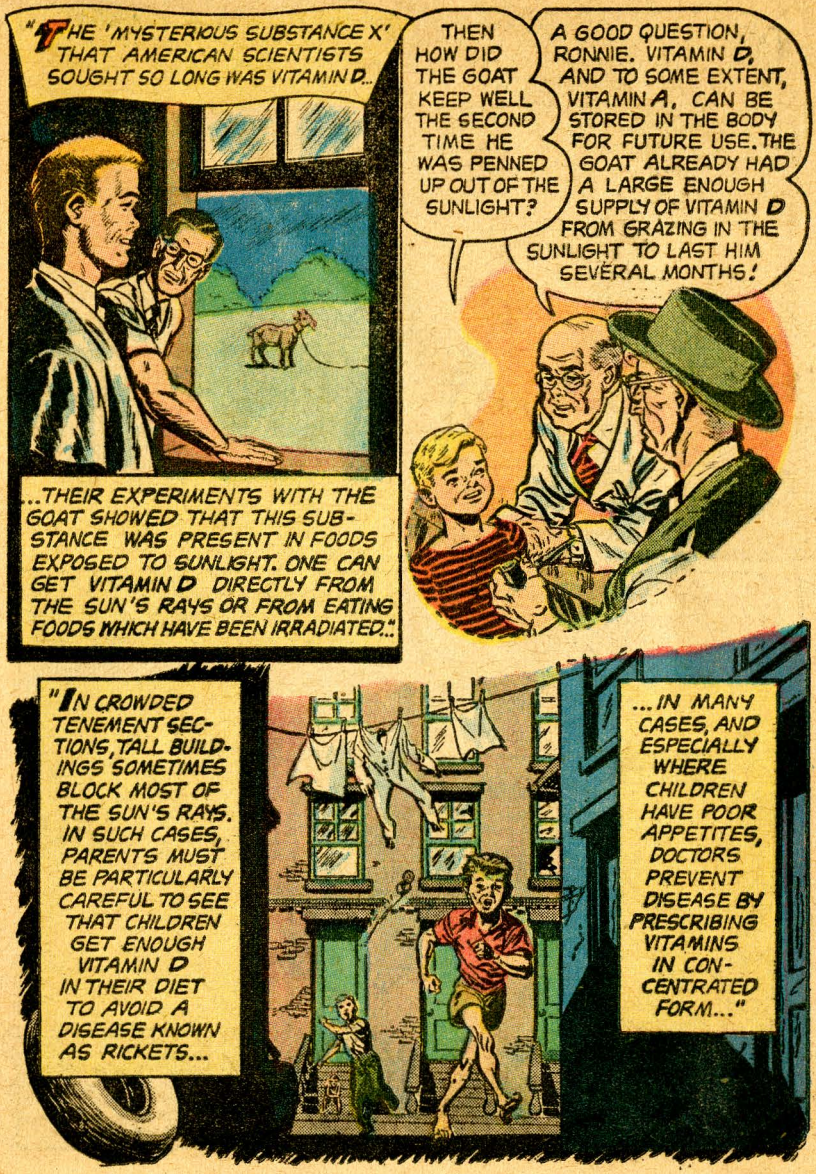
"I'M SURE YOUR GRANDFATHER TOLD YOU ABOUT CARTIER, THE EXPLORER, AND HOW HIS SHIP'S CREW BECAME ILL WITH SCURVY..."

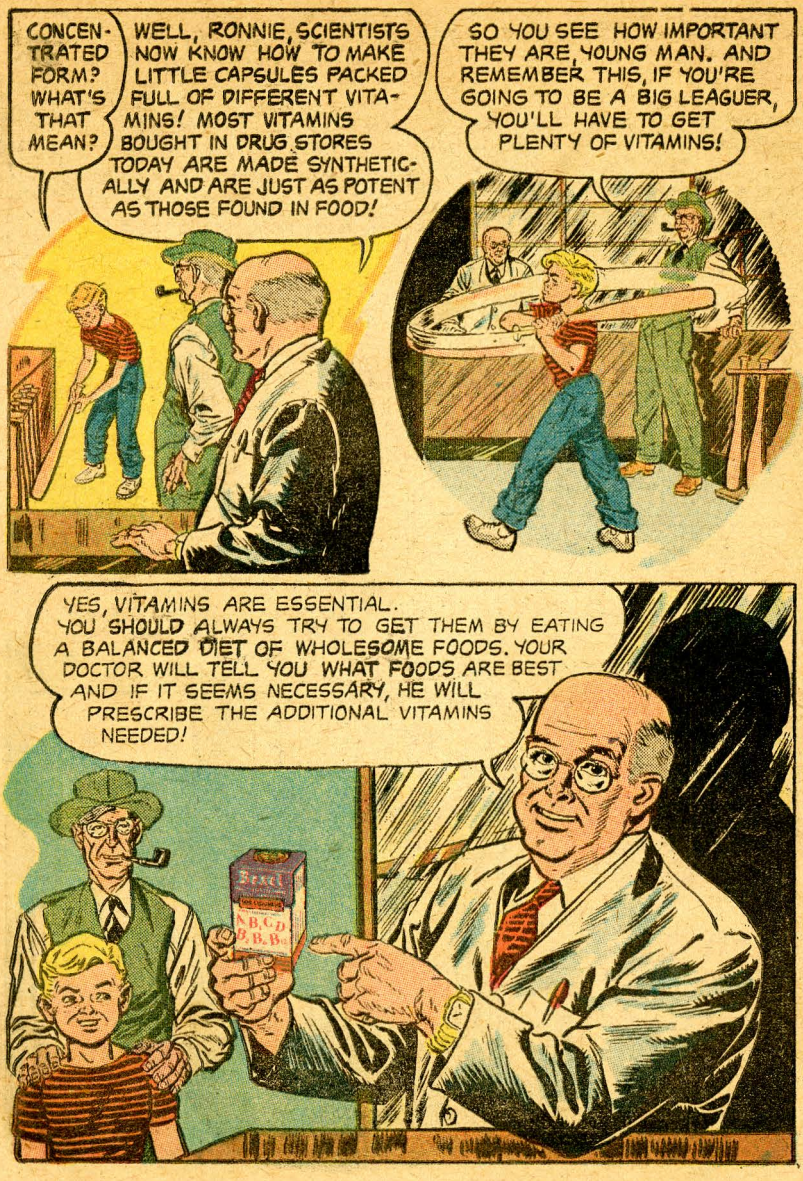
HERE, TAKE SPRUCE TEA. MAKE 'UM WELL LIKE MAGIC!

...THAT DISEASE WAS CAUSED FROM A DEFICIENCY OF VITAMIN C IN THEIR FOOD. THE INDIAN MEDICINE MAN'S TEA CURED THE SCURVY BECAUSE IT CONTAINED LARGE QUANTITIES OF THIS IMPORTANT SUBSTANCE..."

"AND THE BRITISH SAILORS BECAME ILL WITH SCURVY WHEN ALL THEY ATE WAS SALT MEAT AND HARDTACK FOR MONTHS AT A TIME. BUT LATER ON, THEY LEARNED THAT CITRUS FRUIT ADDED TO THEIR DIET ON LONG VOYAGES GAVE THEM THE VITAMIN C NEEDED..."




"THE 'MYSTERIOUS SUBSTANCE X' THAT AMERICAN SCIENTISTS SOUGHT SO LONG WAS VITAMIN D...
...THEIR EXPERIMENTS WITH THE GOAT SHOWED THAT THIS SUBSTANCE WAS PRESENT IN FOODS EXPOSED TO SUNLIGHT. ONE CAN GET VITAMIN D DIRECTLY FROM THE SUN'S RAYS OR FROM EATING FOODS WHICH HAVE BEEN IRRADIATED."
THEN HOW DID THE GOAT KEEP WELL THE SECOND TIME HE WAS PENNED UP OUT OF THE SUNLIGHT?
A GOOD QUESTION, RONNIE. VITAMIN D, AND TO SOME EXTENT, VITAMIN A, CAN BE STORED IN THE BODY FOR FUTURE USE. THE GOAT ALREADY HAD A LARGE ENOUGH SUPPLY OF VITAMIN D FROM GRAZING IN THE SUNLIGHT TO LAST HIM SEVERAL MONTHS!
"IN CROWDED TENEMENT SECTIONS, TALL BUILDINGS SOMETIMES BLOCK MOST OF THE SUN'S RAYS. IN SUCH CASES, PARENTS MUST BE PARTICULARLY CAREFUL TO SEE THAT CHILDREN GET ENOUGH VITAMIN D IN THEIR DIET TO AVOID A DISEASE KNOWN AS RICKETS...
...IN MANY CASES, AND ESPECIALLY WHERE CHILDREN HAVE POOR APPETITES, DOCTORS PREVENT DISEASE BY PRESCRIBING VITAMINS IN CONCENTRATED FORM..."

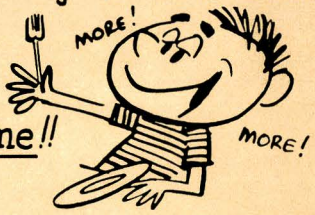

CONCENTRATED FORM? WHAT'S THAT MEAN?
WELL, RONNIE, SCIENTISTS NOW KNOW HOW TO MAKE LITTLE CAPSULES PACKED FULL OF DIFFERENT VITAMINS! MOST VITAMINS BOUGHT IN DRUG STORES TODAY ARE MADE SYNTHETICALLY AND ARE JUST AS POTENT AS THOSE FOUND IN FOOD!
SO YOU SEE HOW IMPORTANT THEY ARE, YOUNG MAN. AND REMEMBER THIS, IF YOU'RE GOING TO BE A BIG LEAGUER, YOU'LL HAVE TO GET PLENTY OF VITAMINS!
YES, VITAMINS ARE ESSENTIAL. YOU SHOULD ALWAYS TRY TO GET THEM BY EATING A BALANCED DIET OF WHOLESOME FOODS. YOUR DOCTOR WILL TELL YOU WHAT FOODS ARE BEST AND IF IT SEEMS NECESSARY, HE WILL PRESCRIBE THE ADDITIONAL VITAMINS NEEDED!

# Hey Kids

Does your Mom make you take vitamins because you don't eat enough? Then tell Mom you want to go here

and get this

Take one Bexel capsule every day (small, easy-to-swallow, swell-tasting) and SEE what happens at mealtime!!




**GUARANTEE TO PARENTS**

Your money back if, after 1 bottle of BEXEL FOR CHILDREN, you are dissatisfied with results!

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Yes, my family has started taking VITAMINS

We get our VITAMIN INSURANCE from BEXEL

## *Check Below for the BEXEL Vitamin Insurance for Your Family*

BEXEL MULTIPLE VITAMIN SYRUP—For little children, delicious orange-flavored syrup, containing 8 vitamins plus iron. Only 3c a day. ☐

BEXEL MULTIPLE VITAMIN CAPSULES FOR CHILDREN—For older children, tiny, easy-to-swallow capsules, with 9 vitamins, including $B_{12}$. Less than 3c a day. ☐

BEXEL FORMULA #21—For teenagers, young moms and dads, contains standard bodily requirements of essential vitamins including $B_{12}$, plus iron. Less than 4c a day. ☐

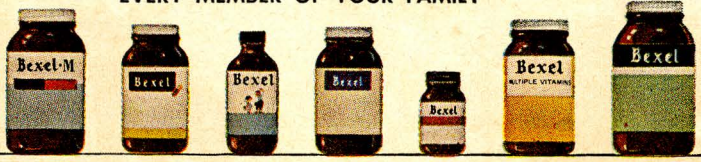
BEXEL SPECIAL FORMULA—A tonic-type vitamin and iron preparation, containing 5 times minimum daily iron requirements, plus valuable vitamin $B_{12}$ and other essential B Complex vitamins. Only 6c a day. ☐

BEXEL M—Recommended for older people and any especially active adult. A high-potency formula containing 11 vitamins including $B_{12}$, plus iron. Only 9c a day. ☐

BEXEL MULTIPLE VITAMIN CAPSULES—Especially for adults who cannot tolerate iron. A straight vitamin formula containing high potencies of A, D, B Complex vitamins. Less than 7c a day. ☐

BEXEL VITAMIN B COMPLEX CAPSULES—Real vitamin B Complex insurance. Less than 2c each. ☐

THERE'S THE RIGHT BEXEL VITAMIN FORMULA FOR EVERY MEMBER OF YOUR FAMILY

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